

Message Text

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ACTION EB-11

INFO OCT-01 EA-11 ADP-00 CIAE-00 INR-10 NSAE-00 RSC-01

AGR-20 RSR-01 /055 W

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P 011521 Z MAY 73

FM AMEMBASSY SUVA

TO SECSTATE WASHDC PRIORITY 1948

COMMERCE PRIORITY

UNCLAS SUVA 268

E 011652 : N/ A

TAGS: BEXP BTRA ETRD FJ US

SUBJECT: GOF TRADE TEAM VISIT TO WEST COAST

REF: A. SUVA 248 B. STATE 79655

1. GOF PRESENTLY SEEKING DEVELOP ALTERNATIVE SOURCES SUPPLY FOR MAJOR IMPORTS. LOCAL AUSTRALIAN ORIENTED IMPORTERS AND RETAILERS CONTEND US NOT RPT NOT VIABLE ALTERNATIVE TO AUSTRALIA AND NEW ZEALAND AND GOF TEAM VERY INTERESTED DETERMINE FIRST HAND WHETHER IN FACT US PRESENTLY IS COMPETITIVE OR COULD BECOME MAJOR SOURCE OF SUPPLY IF FIJI TARIFF STRUCTURE WERE TO BE REVAMPED.

2. GOF TRADE INVESTIGATION TEAM SEEKING INFORMATION POTENTIAL US SUPPLIERS FOLLOWING BROAD CATEGORIES: A. ALL TYPES FRESH, PACKAGED OR PROCESSED FOODSTUFF. B. BUDGET LINE READY MADE CLOTHING AND TEXTILES. C. PAPER AND PAPER PRODUCTS. D. GLASS AND GLASSWARE. E. MACHINERY FOR LIGHT INDUSTRY, FOOD STORAGE AND DISTRIBUTION ROAD BUILDING AND MAINTENANCE. F. PREFABRICATED BUILDINGS AND SPECIALTY BUILDING MATERIALS AND SUPPLIES.

3. TRADE TEAM WANTS MEET INVESTORS INTERESTED DEVELOPING LIGHT INDUSTRIES FOR PROCESSING PACKAGING AND DISTRIBUTING
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AGRICULTURAL PRODUCTS FOR HOME AND EXPORT MARKETS AND FOR SERVICING RPT SERVICING DEVELOPING TOURIST INDUSTRY, FOR EXAMPLE FOOD SUPPLY, TRANSPORT, CATERING, HOTEL SUPPLY ETC.

4. FINALLY TRADE TEAM WISHES SEEK EXPAND MARKETS IN US FOR TROPICAL AGRICULTURAL PRODUCTS. WITH REGARD EXPORT FIJI DELEGATION SHOULD BE ADVISED NEED PROVIDE DEPENDABLE SUPPLY AND QUALITY OF PRODUCT AND DELIVERY ON TIME. PRIVATE FIJI AGRICULTURAL PRODUCERS HAVE FALLEN DOWN IN THIS AREA IN PAST. THIS MAY MEAN FIJI WILL HAVE TO INVITE US END USERS BECOME INVOLVED ESTABLISHMENT IN FIJI OF BUSINESS TO PROMOTE VIABLE EXPORT TO US BUYER.

5. REQUEST USDOC INSTRUCT FIELD OFFICES IN FIVE CITIES LISTED REFTEL A ARRANGE FIJIDEL MEET INTERESTED MANUFACTURERS, EXPORTERS, WHOLESALERS AND SALES REPRESENTATIVES FOR TYPES OF PRODUCTS LISTED PARA ONE ABOVE. US FIRMS SHOULD BE PREPARED GIVE FOB AND CIF ESTIMATES ON AIR AND SEA SHIPMENTS TO FIJI BUT SHOULD NOT RPT NOT EXPECT HAVE ANY ORDERS PLACED ON SPOT (SEE PARA ONE ABOVE).

6. POTENTIAL INVESTORS OF SOUND REPUTATION SHOULD BE PREPARED DISCUSS WITH TEAM PROSPECTS OF DEVELOPING OPERATIONS IN FIJI. GOF OFFICIALS PRIMARILY INTERESTED IN INVESTORS TO SET UP INDUSTRIES AND NOT RPT NOT HOTEL OR RESORTS. GOF OFFICIALS PREPARED DISCUSS POSSIBLE TARIFF CONCESSIONS AND TAX HOLIDAYS ETC.

7. FIJIDEL WOULD APPRECIATE ASSISTANCE CONTACTING POTENTIAL IMPORTERS AGRICULTURAL GOODS EITHER AS UNPROCESSED OR PARTIALLY PROCESSED PRODUCTS.

8. EMBASSY REQUESTS STATE AND COMMERCE COORDINATE ACTIONS TO WELCOME FIJIDEL AND ASSIST THEM IN MAKING CONTACT WITH COMPANIES AND BUSINESS REPRESENTATIVES IN FIVE CITIES ON ITINERARY REFTEL
A. ADVISE AT WHICH STOP FIJIDEL CAN EXPECT TO BE MET. EMBASSY WILL ASK PANAM SUVA MAKE HOTEL RESERVATIONS. SKIFF

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NMAFVVZCZ

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 MAY 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973SUVA00268
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: n/a
From: SUVA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730533/aaaahkey.tel
Line Count: 98
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A.SUVA 248 B. STATE 79655
Review Action: RELEASED, APPROVED
Review Authority: kelleyw0
Review Comment: n/a
Review Content Flags:
Review Date: 25 OCT 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25-Oct-2001 by kuehnbc0>; APPROVED <04-Feb-2002 by kelleyw0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> mcm 971117
Subject: GOF TRADE TEAM VISIT TO WEST COAST
TAGS: BEXP, ETRD, FJ, US, BTRA
To: COMMERCE
EB
SECSTATE WASHDC
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005